

AMENDMENTS TO THE SPECIFICATION

Kindly amend the specification as indicated below.

At page 13, second paragraph, line 27, change "lead" to "reseller" for the paragraph to read as follows:

One feature of the present invention is that when a lead is selected the administrative unit 130 receives the selected lead from the lead control unit 114 and automatically sends 316 a confirmatory indicator, e.g., an e-mail, to the reseller which confirms the selection. In addition, the administrative unit 130 automatically sends 320 a notification to the lead informing the lead that they have been selected. This notification serves several functions. Specifically it provides an introduction of the reseller to the lead and informs the lead that they should expect to be contacted by the lead reseller. This serves to increase the chance of a successful contact by eliminating the need for the reseller to cold-call the lead and it also provides an incentive to the reseller to contact the lead in a timely manner since the lead is expecting to be contacted. This notification may also include "cross-selling," e.g., providing information about other relevant products or services that may be of interest to the lead. Cross-selling information may be provided by the lead source, system administrator and/or reseller. In some embodiments the administrative unit 130 automatically sends 320 the lead the name of the reseller and provides to the lead a time period in which the lead should expect to be contacted by the reseller. In addition, the administrative unit automatically sends 320 a notification to the reseller control unit 118 identifying the lead and the time of selection. This feature of the present invention provides motivation to the reseller to quickly contact a lead because the lead is aware that they have been selected. In addition, as described below, in one embodiment, the time period in which the reseller can maintain the lead exclusively is limited. That is, the time period in which the lead is not in the active set of leads is limited. The reseller control unit 118 receives an indication of the selection and stores the selected lead information along with the selection time in the reseller unit 112.